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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
PATENT EXAMINING OPERATION

Applicants: Thomas, et al.

Serial No: 10/628,173

Group Art Unit: 2614

Filed: July 28, 2003

Examiner:

Att. Docket No.: Q1014/20014

Confirmation No.: 5596

For: SYSTEM AND METHOD OF GUARANTEED ANONYMITY OF CABLE
TELEVISION VIEWERSHIP BEHAVIOR

INFORMATION DISCLOSURE STATEMENT

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Pursuant to 37 CFR §1.56, the attention of the Patent and Trademark Office is hereby directed to the reference(s) listed on the attached PTO-1449. Unless otherwise indicated herein, one copy of each reference is attached. No copies of U.S. patents or U.S. patent application publications are attached. 37 CFR § 1.98(a)(2)(ii). It is respectfully requested that the information be expressly considered during the prosecution of this application, and that the reference(s) be made of record therein and appear among the "References Cited" on any patent to issue therefrom. No representation is made that the reference(s) is/are prior art with respect to this application.

This Information Disclosure Statement is being filed within three months of the filing date of a national application other than a CPA under 37 CFR § 1.53(d), within three months of the date of entry of the national stage as set forth in 37 CFR § 1.491 in an international application, before

Application No. 10/628,173
Information Disclosure Statement Dated December 16, 2004

the mailing of a first Office Action on the merits, or before the mailing of a first Office Action after the filing of an RCE under 37 CFR § 1.114. No certification or fee is required. 37 CFR § 1.97(b).

The references cited in the attached PTO Form 1449 were uncovered in a corresponding PCT application, namely PCT/US2004/020794. Alternatively, I hereby certify that each item of information contained in this Information Disclosure Statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of this Information Disclosure Statement. Accordingly, no fee is due.

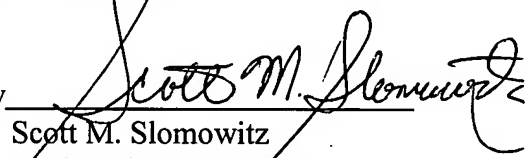
Respectfully submitted,

CAESAR, REVISE, BERNSTEIN,
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December 16, 2004

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By


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Substitute for PTO/SB/O&A (08-00)

Approved for use through 10/31/2002. OMB 0651-0031

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				Application Number	10/628,173
				Filing Date	July 28, 2003
				First Named Inventor	Charles J. Thomas
				Group Art Unit	2614
				Examiner Name	
				Attorney Docket Number	Q1014/20014
Sheet	1	of	1		

U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No.	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY
		Number	Kind Code (if known)		
		US 2002/0194607 A1		Connelly	12/19/2002
		5,245,656		Loeb, et al.	09/14/1993
		6,289,514		Link, et al.	09/11/2001

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No.	Foreign Patent Document			Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	T
		Office	Number	Kind Code (if known)			
			WO 02/05568		QVC, Inc.	01/17/2002	
			WO 03/021828		Publi-Groupe SA	03/13/2003	

OTHER DOCUMENTS - NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No.	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T
		International Search Report No. PCT/US2004/020794, dated 11/16/2004	

EXAMINER

DATE CONSIDERED

*Examiner: Initial if citation considered, whether or not citation is in conformance with MPEP § 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.



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FORM**

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Total Number of Pages in This Submission

Application Number

10/628,173

Filing Date

July 28, 2003

First Named Inventor

Charles J. Thomas

Art Unit

2614

Examiner Name

Attorney Docket Number

Q1014/20014

ENCLOSURES (Check all that apply)

<input type="checkbox"/> Fee Transmittal Form (In duplicate)	<input type="checkbox"/> Drawing(s)	<input type="checkbox"/> After Allowance Communication to TC
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<input type="checkbox"/> After Final	<input type="checkbox"/> Petition to Convert to a Provisional Application	<input type="checkbox"/> Proprietary Information
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<input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53	Please charge Attorney Account No. 03-0075 as necessary to effect entry and/or ensure consideration of this submission.	

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name	Caesar, Rivise, Bernstein, Cohen & Pokotilow, Ltd., Customer No. 03000		
Signature			
Printed name	Scott M. Slomowitz		
Date	December 16, 2004	Reg. No.	39,032

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December 16, 2004

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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